

## Message Text

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PAGE 01 PARIS 08586 102008Z  
ACTION EUR-12

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USDOC WASHDC

UNCLAS PARIS 08586

USDOC FOR OIM/BIC

E.O. 11652 N/A  
TAGS: BEXP, FR  
SUBJ: DRAFT CCP FOR FRANCE--FY 1979: INDUSTRY POLICY  
CAMPAIGN

REF: PARIS A-57, FEB 24, 1978

1. FOLLOWING IS THE POST'S PROPOSAL FOR CAMPAIGN NO. 6, INDUSTRIAL POLICY, TO BE INCLUDED IN THE FY 1979 COUNTRY COMMERCIAL PROGRAM. WE ARE PROPOSING THIS CAMPAIGN IN VIEW OF THE IMPORTANCE OF FRENCH INDUSTRIAL POLICY DEVELOPMENTS TO THE SIZE AND NATURE OF THE MARKET FOR US GOODS AND SERVICES IN FRANCE, AS WELL AS TO REFLECT THE ACTUAL APPOINTMENT OF RESPONSIBILITIES WITHIN THE INTEGRATED ECONOMIC/ COMMERCIAL SECTION IN PARIS. THIS IS BEING PROPOSED AS A CAMPAIGN RATHER THAN AN OTHER POST SPECIAL EFFORT BECAUSE OF THE PRIORITY THE POST ATTACHES TO THIS SUBJECT AND THE INITIATORY NATURE OF THE POST ACTIONS WHICH WOULD BE UNDERTAKEN IN CONNECTION WITH IT. THIS CAMPAIGN IS BEING PROPOSED WITH THE UNDERSTANDING THAT IT MAY HAVE TO BE RESTRUCTURED AS A RESULT OF THE FRENCH LEGISLATIVE ELECTIONS. FOR EXAMPLE, IF THE LEFT WINS, NATIONALIZATION WILL BECOME AN  
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PAGE 02 PARIS 08586 102008Z

IMPORTANT INDUSTRIAL POLICY ISSUE.

2. CAMPAIGN NO. 6  
CAMPAIGN TITLE: INDUSTRIAL POLICY  
CAMPAIGN MANAGER: RODERICK N. GRANT  
OBJECTIVE AND RATIONALE. FRENCH INDUSTRY IS IN A PERIOD OF TRANSITION. A NUMBER OF ITS TRADITIONAL

INDUSTRIES (TEXTILES, STEEL, SHIPBUILDING) ARE DEPRESSED AND FACING INCREASING COMPETITION FROM LOW-WAGE, DEVELOPING COUNTRIES. ON THE OTHER HAND, FRANCE IS HAVING DIFFICULTIES ESTABLISHING ITSELF IN THE HIGH TECHNOLOGY AREA (COMPUTERS, ELECTRONICS, AEROSPACE) WHERE IT SEES ITS FUTURE. PROSPECTS FOR THE SALES OF US GOODS AND SERVICES WILL BE GREATLY AFFECTED BY THE STEPS FRENCH INDUSTRY, IN CONJUNCTION WITH THE FRENCH GOVERNMENT, TAKES TO ALTER THE PRESENT STATE OF AFFAIRS. FRENCH POLICIES COULD BOTH CREATE NEW OPPORTUNITIES FOR SALES AND RESULT IN TRADE BARRIERS TO LIMIT THEM. A CAREFUL MONITORING OF THESE POLICIES AS THEY DEVELOP AND REPRESENTATIONS TO THE GOVERNMENT OF FRANCE AS APPROPRIATE ARE ESSENTIAL TO ENSURE THAT PROMOTIONAL RESOURCES CAN BE USED WITH MAXIMUM EFFECTIVENESS. CAMPAIGN ACTIONS:

- 1) CALL ON FRENCH GOVERNMENT OFFICIALS RESPONSIBLE FOR FORMULATING FRENCH INDUSTRIAL POLICY TO DISCUSS DEVELOPMENTS IN THIS AREA;
  - 2) MEET WITH KEY INDUSTRY AND TRADE ASSOCIATION OFFICIALS TO DISCUSS INDUSTRIAL DEVELOPMENTS AND TRENDS, PARTICULARLY IN THE RESTRUCTURING OF FRENCH INDUSTRY;
  - 3) REPORT TO WASHINGTON ON THE RESULTS OBTAINED IN ACTIONS 1 AND 2 AND THEIR IMPLICATIONS FOR US EXPORTS;
  - 4) RESPOND TO INQUIRIES FROM THE DEPARTMENT IN THE AREA OF INDUSTRIAL POLICY;
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PAGE 03     PARIS 08586 102008Z

- 5) DEVELOP PROCEDURES FOR THE EXCHANGE OF INFORMATION BETWEEN FRANCE AND THE UNITED STATES;
  - 6) VISIT USEC BRUSSELS FOR DIALOGUE WITH US AND COMMISSION OFFICIALS ON TRENDS AND IMPLICATIONS FOR USA OF FRENCH INDUSTRIAL POLICY.
- HARTMAN

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